

5.0 MARKETING

5.6 Selling Concepts (CL): Students will understand the nature, importance and strategies of the selling process. They will demonstrate competency by identifying the relationship between buying behaviors and applied sales techniques utilized in the consumer, business and global sales environments.

BENCHMARKS	COURSE TITLES				
5.6.1 Buying Motives and Behaviors–utilize market research to describe customer buying motives and behaviors in the consumer, business and global sales environment					
5.6.2 Customer Transactions–use appropriate technology to calculate, document and record varied sales transactions					
5.6.3 Products and Service Knowledge–describe the features and benefits of a product or service used to satisfy customer needs and wants					
5.6.4 Sales in the Global Economy–explain the correlation between sales, profitability and business/economic stability					
5.6.5 Sales Process–demonstrate the steps of selling techniques used to aid customers/clients in making buying decisions					

Primary Delivery - **P**
 Secondary Delivery - **S**

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BENCHMARKS	COURSE TITLES				
5.6.6 Salesmanship—define the characteristics of a successful salesperson and identify the importance of ethical behavior throughout the selling process					
5.6.7 Security and Loss Prevention—describe loss prevention strategies and the salesperson's role in reducing loss					

Primary Delivery - **P**
 Secondary Delivery - **S**